

INSIGHTS BY KANTAR

SHAPE YOUR BRAND FUTURE

June 2024

Welcome to our June Insights by Kantar Australia newsletter.

There's a lot happening now that we've hit mid-year, but the initiative I really want to draw your attention to this month is our landmark state-of-the-industry study into the Marketing Effectiveness landscape in Australia in partnership with WARC.

We all know that we're continuing to operate in a challenging economic environment and being able to deliver on and prove marketing effectiveness is fundamental to successful campaigns for every Aussie business.

I'm really proud that we're going to be able to share a benchmark into what good looks like and the secrets to success, but we can't do this without your help. If you are a marketer in Australia, your voice matters and we'd love you to share your perspective in our short survey. You'll be helping shape the future of marketing effectiveness (plus you'll receive a complimentary report too).

[CLICK HERE TO PARTICIPATE](#)

As always, please feel free to email me with any feedback or content you'd like to see in future editions. And I'm always up for a coffee (my shout) if you'd like to discuss how Kantar could help shape your brand future.

Have a great month ahead.

Kind regards

Jon

Jon Foged

Managing Director, Kantar Australia

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FEATURED

KANTAR | WARC

WE'RE BENCHMARKING BEST-IN-CLASS MARKETING EFFECTIVENESS IN AUSTRALIA

And we want to hear from you.

[CLICK HERE TO PARTICIPATE](#)

BEING MEANINGFUL PROPELS CREATIVITY

Great creativity brings people together light-heartedly and makes the brand stand out consistently. The brand linkage is unmissable, and the story is singularly owned by the brand. Those that manage to do this with humility are the ones that resonate, inform, and engage – the heart of effective advertising in Australia.

[DOWNLOAD THE PLAYBOOK](#)



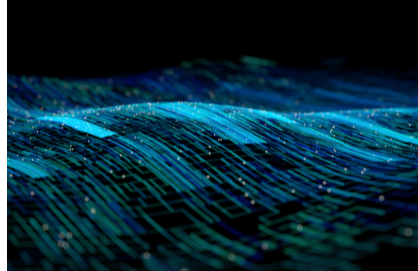
INSIGHTS & WEBINARS



Brand Footprint 2024: Decoding brand choices across the world

We examine more than 42,000 brands across 62 countries to provide expert analysis of how brands are growing despite economic challenges for many households worldwide.

[WATCH ON-DEMAND >](#)



AI and Gen AI – What's the difference?

Both Traditional AI and Generative AI are based on machine learning - algorithms that enable machines to learn from data without being explicitly programmed. However, they differ in important ways.

[LEARN MORE >](#)



Kantar BrandZ Most Valuable Global Brands

Join this virtual launch event to celebrate the world's most valuable brands of 2024 including the new Global Top 100, fastest risers and newcomers across 13 category rankings.

[REGISTER NOW >](#)



Do brands always make the most of large sporting events?

In an Olympic year where sport more than takes centre stage in our hearts, we ask how can brands ensure their advertising during their sports events will command crowd attention - and predispose more people?

[LEARN MORE >](#)



The future of measurement: Use AI to elevate marketing ROI

A data-led approach to measurement that integrates advanced analytics, media and brand expertise is key to optimising marketing ROI; and AI will have an outsized impact on making this possible.

[WATCH ON-DEMAND >](#)



Sustainability & Purpose: PAVE the Path to Purchase

Purposeful Purchase Journeys, the new research from Kantar & IPG Mediabrands, shows how brands can drive both shopper behaviour change and sales uplift through effective sustainability marketing.

[LEARN MORE >](#)

NEW

THE THREE RULES OF BRAND GROWTH

Kantar's new Blueprint for Brand Growth principles will be familiar to marketers, building on and enhancing existing research on how brands grow. But our new evidence illustrates that while growing market penetration is necessary, it is insufficient to holistically drive sustainable brand and revenue growth. Our analysis uncovers three Growth Accelerators, which are the core of putting these principles into action.

[LEARN MORE](#)



KANTAR MARKETPLACE

Book a demo now

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies, including 96 of the world's 100 biggest advertisers. We combine the most meaningful attitudinal and behavioural data with deep expertise and technology platforms to track how people think and act. We help clients develop the marketing strategies that shape their future and deliver sustainable growth.

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